

AMENDMENTS TO THE CLAIMS

- Sub C1
1. (Previously Amended) A method of encouraging customers to provide reviews of purchased items, the method comprising:
- receiving an order from a first customer for an item purchased from an electronic catalog;
 - estimating by what date the first customer will have at least initially evaluated the item based at least on the item type;
 - initiating an electronic transmission, based at least in part on the estimated date, to the first customer on or after the estimated date of a message requesting the first customer to provide a review of the item to thereby encourage the first customer to provide at least one review;
 - receiving the review from the first customer electronically; and
 - presenting the review to a second customer interested in the item.
2. (Original) The method as defined in Claim 1, wherein the review is a numerical rating.
3. (Previously Amended) The method of Claim 1, wherein the review includes a textual review.
4. (Previously Amended) The method of Claim 1, wherein the review is a textual review, and in conjunction with presenting the textual review to other customers, indicating that the textual review comes from a purchaser of the reviewed item.
5. (Previously Amended) The method as defined in Claim 1, further comprising offering the first customer a reward in exchange for the customer providing a review.
6. (Original) The method as defined in Claim 1, wherein the review request is provided via e-mail.
7. (Original) The method as defined in Claim 1, wherein "the review request is presented on a Web page.
8. (Previously Amended) The method of Claim 1, wherein the first customer accesses a review form using the review request message.
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9. (Original) The method as defined in Claim 1, wherein the review request includes a hyperlink to a review form.

10. (Previously Amended) The method as defined in Claim 1, further comprising using a collaborative filter which, based at least in part on the first customer's review, provides the first customer personalized recommendations for items similar to the reviewed item.

11. (Previously Amended) The method as defined in Claim 1, further comprising requesting the first customer to review a seller of the purchased item on or after the estimated date.

12. (Previously Amended) The method as defined in Claim 1, further comprising:
receiving at least one e-mail address provided by the first customer, the email address being that of a person other than the first customer; and
forwarding the review to the e-mail address.

13. (Currently Amended) The method as defined in Claim 1, wherein the item is a book and the estimated time period is based at least in part on the length of the book.

14. (Canceled)

15. (Canceled)

16. (Canceled)

17. (Canceled)

18. (Currently Amended) A method of requesting a review of a purchased item, the method comprising:

receiving a customer order for an item purchased from an electronic catalog;

inferring when the customer has evaluated the item;

providing a review request in response to at least the inference at a time spaced apart from the order, wherein the review request requests that the customer provide a review of the purchased item; and

receiving the review electronically.

19. (Original) The method as defined in Claim 18, further comprising verifying that the received review is from a customer that ordered the item.

20. (Previously Amended) The method as defined in Claim 18, wherein the review is a textual review, and further comprising presenting the received textual review to other customers in conjunction with an indication that the textual review is from a purchaser of the item.

21. (Original) The method as defined in Claim 18, where the received review is provided to other customers.

22. (Original) The method as defined in Claim 18, where the received review is used to recommend other items to the customer.

23. (Original) The method as defined in Claim 18, where the received review is used to recommend the item to other customers.

24. (Original) The method as defined in Claim 18, where the inference is based at least on an estimation of how long it will take to evaluate the purchased item.

25. (Original) The method as defined in Claim 18 where the review request is selectively delivered on one of a weekend and a holiday.

26. (Previously Amended) The method as defined in Claim 18, where the inference is based at least on a customer survey on how long it takes consumers to read books.

27. (Currently Amended) The method as defined in Claim 18, where the inference is based at least in part on the customer ordering a ~~new~~ second item.

28. (Previously Amended) The method as defined in Claim 18, further comprising presenting to the customer a list of items purchased by the customer and asking the customer if the customer wants to review one or more of the listed items.

29. (Original) The method as defined in Claim 18, further comprising offering the customer an incentive to provide the item review.

30. (Currently Amended) The method as defined in Claim 18, where the item is a car and the act of inferring when the customer has evaluated the item ~~estimated time period~~ is related to ~~the~~ an estimated time it will take the customer to drive a first amount.

31. (Currently Amended) The method as defined in Claim 18, where the item is a video and the act of inferring when the customer has evaluated the item ~~estimated time period~~ is related to ~~the~~ an estimated time until the customer has viewed the video.

32. (Currently Amended) The method as defined in Claim 18, where the item is an audio recording and the act of inferring when the customer has evaluated the item ~~estimated time period~~ is related to ~~the~~ an estimated time until the customer has listened to the audio recording.

33. (Currently Amended) The method as defined in Claim 18, where the item is a book and the act of inferring when the customer has evaluated the item ~~estimated time period~~ is related to the type of book.

34. (Original) The method as defined in Claim 18, where the item is a gift for a recipient and the review request is provided to the recipient.

35. (Previously Amended) The method as defined in Claim 18, where the review includes a textual review.

36. (Original) A method of requesting a review of a purchased item, the method comprising:

receiving a customer order for an item purchased from an electronic catalog;

selecting a time to request a review of the purchased item, where the time is selected at least in part on an estimated evaluation period; and

providing an item review request, wherein the timing of the request is based at least in part on the selected time.

37. (Previously Amended) The method as defined in Claim 36, further comprising providing the customer a request to review an item seller associated with the electronic catalog, wherein the timing of the request is based at least in part on the selected time.

38. (Previously Amended) The method of Claim 36, wherein the review request is presented as at least one of an email and a Web page.

39. (Original) The method as defined in Claim 36, where the review is used to generate a customer profile.

40. (Original) The method as defined in Claim 36, where the evaluation period varies from a first item to a second item.

[41. (Canceled)]